SUSTAINABLE COMMUNITIES

Renewal Application

Annapolis

Glen Burnie

Port Deposit

Thurmont

Garrett County

District Heights

Ocean City

Chestertown

Cambridge

Snow Hill

DHCD

Maryland Department of Housing and Community Development

Larry Hogan
GOVERNOR

Boyd K. Rutherford
LT. GOVERNOR

Kenneth C. Holt
SECRETARY

Tony Reed
DEPUTY SECRETARY

DIVISION OF NEIGHBORHOOD REVITALIZATION
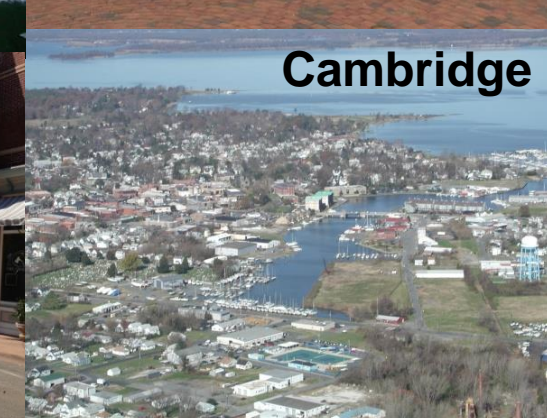
DHCD's Neighborhood Revitalization programs
have been utilized by local governments, nonprofits and small
businesses to:

- INVEST in vital and sustainable communities

- BUILD strong and vibrant neighborhoods

- HONOR and promote our diverse heritage

- CREATE dynamic experiences for residents and visitors

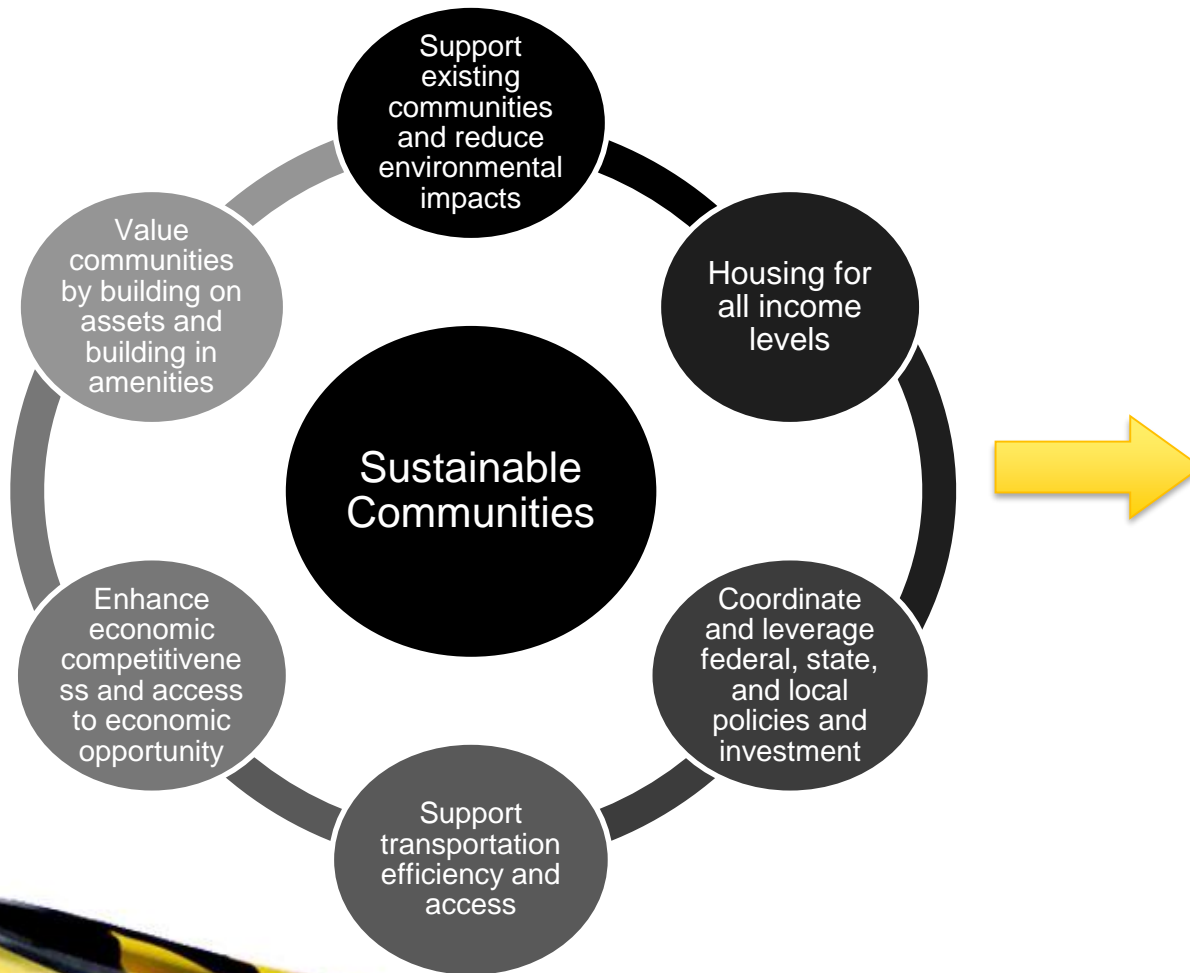- ENHANCE the quality of life for all Marylanders

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REVITALIZATION BUILDING BLOCKS

Where Revitalization is Working

Multi-year investment strategy

Strong local leadership & partners

Specific & local targeted strategy

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SUSTAINABLE COMMUNITIES - PROGRAM ELEMENTS (PRINCIPLES OF SUSTAINABILITY)

Six Subject Areas on Application

1. Environment
2. Economy
3. Transportation
4. Housing
5. Quality of Life
6. Local Planning and Land Use

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SUSTAINABLE COMMUNITIES - OVERVIEW

- Provides opportunity to offer multi-agency "revitalization tool box" and "stack" state resources

- Creates a shared designation, "Sustainable Communities" among various agencies – interagency review

- Encourages local governments to target a geographic area in need of revitalization and prepare a 5-year investment strategy

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SUSTAINABLE COMMUNITIES
in MARYLAND

Legend:
- **Current Sustainable Communities (4/7/2017)**
- **Priority Funding Areas (4/7/2017)**

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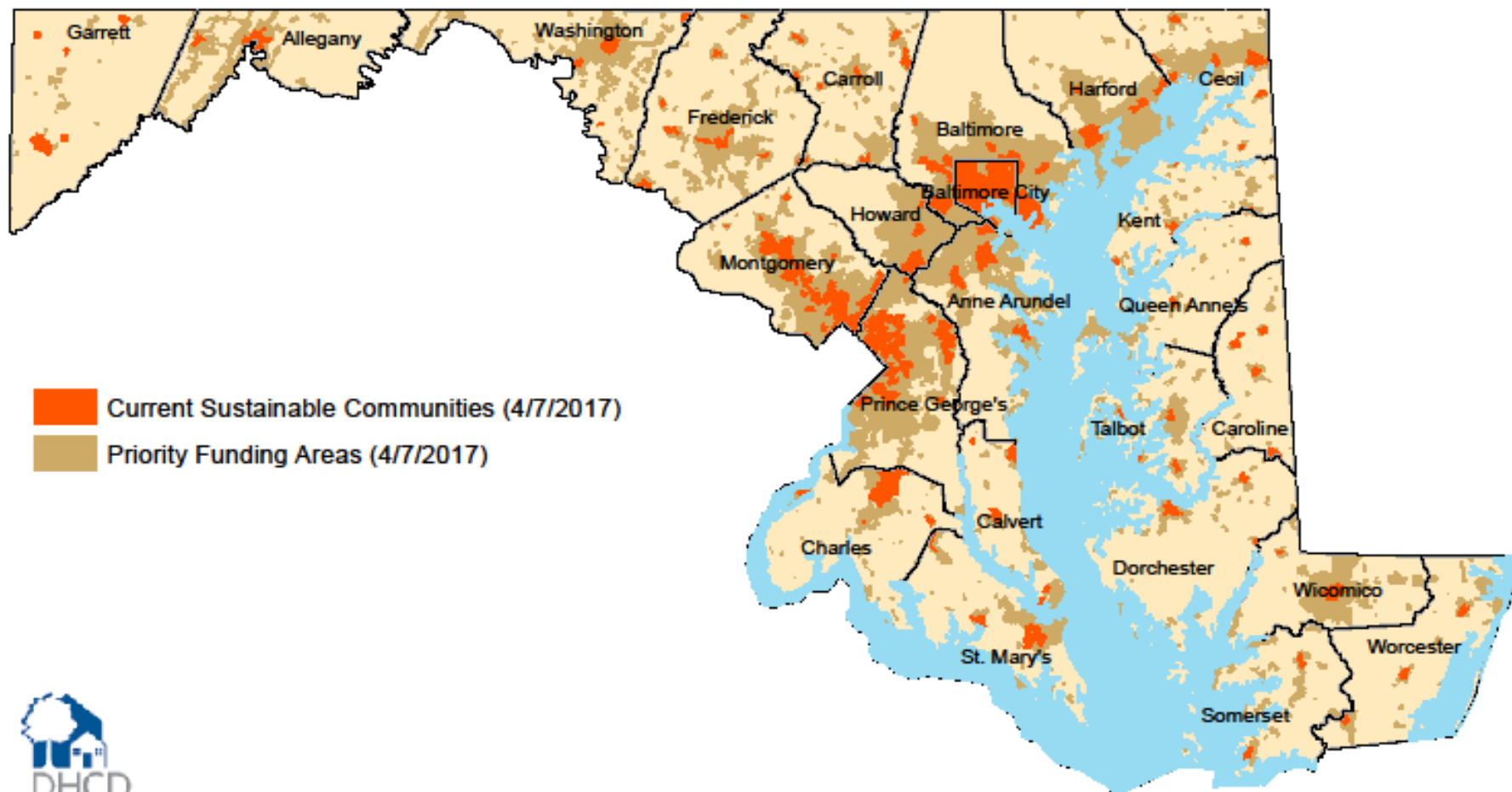
SUSTAINABLE COMMUNITIES: MULTI-AGENCY "REVITALIZATION TOOL BOX"

State/ Partner Agency	Names of Programs				
DHCD	Community Legacy (threshold)	Neighborhood Business Works Loan (PFA)	Strategic Demolition Fund (threshold)	Operating Assistance Grants (threshold)	LIHTC & MMP
MDOT	Sidewalk Retrofit	Maryland Bikeways	Community Safety and Enhancement		
Commerce/ MDE	Job Creation Tax Credit (Commerce)	Water Quality Revolving Loan (MDE)			
MDP/ Environmental Finance Center (UMD)	Tax Increment Financing (MDP/MEDCO)	Sustainable MD Certified			

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SUSTAINABLE COMMUNITY BENEFITS: NEIGHBORHOOD REVITALIZATION

Community Legacy:

– Eligible Applicants: Local governments and community development organizations

– Purpose: Supports neighborhood revitalization projects that contribute to business retention and attraction, encouraging homeownership and commercial revitalization.

– FY18: $6.0 million appropriation

Washington Hotel : Acquisition CL Award: $156,162

MarVa Theater, Pocomoke City DVD Projection System, Heating System
CL Awards: $80,000

RESIDENTIAL FAÇADE IMPROVEMENT PROGRAM

Before

After

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COMMERCIAL FAÇADE IMPROVEMENT PROGRAM

Dutterer's Florist

Westminster, MD

Before

After

HOUSING INITIATIVE PARTNERSHIP

Before

After

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OTHER COMMUNITY LEGACY PROJECTS

- Green improvements to public facilities

- Pocket parks, public spaces

- Façade improvements, streetscapes

Brunswick, Benches/beautification
CL Award: $75,000

- Upper story redevelopment

- Neighborhood beautification

SUSTAINABLE COMMUNITY BENEFITS:

Strategic Demolition Fund

- FY18 appropriation: $3.5 million
- Purpose: Provide grants and loans to government entities for demolition, land assembly, infrastructure improvements and other pre-development costs

EASTON: TALBOT COUNTY HOUSING COMMISSION: PORT STREET INFILL AND REVITALIZATION - SDF

Award Amount (FY13, 14): $590,000

Estimated Total Project Cost: $1.6 million

Project Outcome: 20 units affordable housing (up to 80% AMI)

Funding Sources: SDSGIF, NCI, local bank

EASTON, MD. HOUSING GATEWAY PROJECT - PERSPECTIVE A

Partners: Housing Commission, developer, local government

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SUSTAINABLE COMMUNITY BENEFITS

Sustainable Maryland Certified

- Sustainable Communities receive 20 points in the Planning and Land Use Category towards 150 point certification.

Maryland Mortgage Program – You've Earned It

- 0.25% discount on the standard MMP mortgage rate
- $5,000 in Down Payment Assistance
- Must have at least $25K in student debt

Commerce Job Creation Tax Credit

- Purpose: Create jobs in existing built environment
- SC Benefit: The maximum tax credit rises from $1,000 to $1500 per employee. The threshold to qualify drops from 60 to 25 jobs created.

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SUSTAINABLE COMMUNITY BENEFITS

MDOT Sidewalk Retrofit Program

- Purpose: Helps finance the construction and replacement of sidewalks along state highways.
- SC Benefit: Covers 100% of the project cost; outside of SC's, covers 50%

Maryland Bikeways Program

- Purpose: Supports projects that maximize bicycle access and fill missing links in the state's bike system
  - 3 points awarded in application evaluation
  - Considered "priority investment area" and is eligible for reduced match requirements

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RESOURCES FOR SMALL BUSINESSES

Neighborhood BusinessWorks Program:

- Eligible Applicants: Small businesses and non-profits located in the Priority Funding Area (PFA)

- Purpose: Loan program that provides gap financing, i.e. subordinate financing

Cambridge Main Street

Bike Shop, Hyattsville

Café Hon, Baltimore

BALTIMORE CITY: HIGHLANDTOWN GALLERY

Neighborhood Business Works (NBW)

- Rehabilitation of vacant and damaged building

- Ground floor gallery; two upper story apartments (approx. $1100/month)

- Total Project Cost: $303,000

- Financing: NBW, Owner Capital, Baltimore Development Corporation, Carrollton Bank

REQUIREMENTS FOR SUSTAINABLE COMMUNITIES RENEWAL

Threshold Requirements:

- **Only local governments (municipal or county)** can submit the renewal application

- SC boundaries must still be within a **Priority Funding Area**

Frederick, Downtown Main Street façade improvement program

SUSTAINABLE COMMUNITIES DESIGNATION – INTER-AGENCY REVIEW

New applicants follow this sequence in quarterly rounds

```
Application Submission
        ↓
Inter-agency Review Team
(DHCD, DNR, MDE,
MDOT, MDP, Commerce)
        ↓
Smart Growth
Coordinating Committee
        ↓
Approval
DHCD Secretary makes
recommendations to
Smart Growth Sub-Cabinet
```

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SUSTAINABLE COMMUNITIES RENEWAL – INTER-AGENCY REVIEW

Renewal applicants must submit by their expiration date, and will go through an abbreviated approval process

Application Submission

↓

Inter-agency Review Team

DHCD, DNR, MDE, MDOT, MDP, Commerce

↓

Approval

DHCD Division of Neighborhood Revitalization makes recommendations to Smart Growth Coordinating Committee

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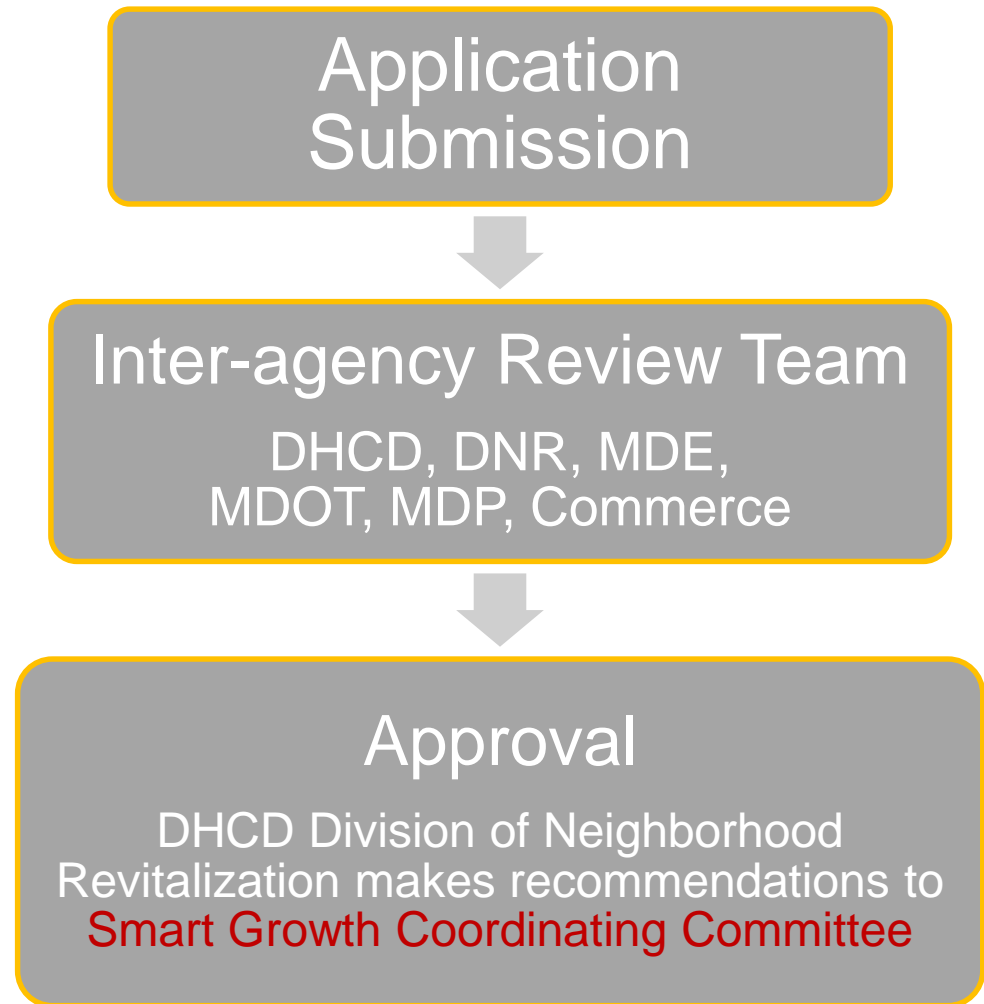
RENEWAL PROCESS DETAILS

- Renewal applications will be reviewed in rounds
  - Approximately four rounds per year
- Approval of a renewal application will likely take 2-3 months after application submitted
- <u>Apply for renewal on or before expiration date to avoid "lapse"</u>
  - While only the SGCC can officially approval the renewal, the submission of the application prior to the expiration date will give the local government a status of "under review".

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LAPSES IN DESIGNATION

- If local planning processes or other realities cause a delay:
  - Submit a letter of intent to renew designation that includes:
    - Justification/explanation for delay
    - Date of planned submission
  - Delay can be no longer than six months

LAPSES IN DESIGNATION: "UNDER REVIEW" STATUS

- Impact on DHCD funding from State Revitalization Programs (CL, SDF, BRNI)
  - Awards made in previous fiscal years can continue to draw down funds
  - New awards (FY18)
    - Funds cannot be disbursed until after the renewal is approved by the SGCC <u>if your SC designation expires in FY18 (July 1, 2017 – June 30, 2018)</u>

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SUSTAINABLE COMMUNITIES RENEWAL APPLICATION CONTENTS

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SUSTAINABLE COMMUNITIES RENEWAL APPLICATION – CONTENTS

A. Contact information, General Information, Organizational Capacity (pp. 9-10):

- Update contact information, demographic shifts, strengths and weaknesses of their Sustainable Communities workgroup

B. Qualitative (pp. 11-13) and Comprehensive (pp. 14-23) Reports:

- Qualitative: Share significant projects/accomplishments
- Comprehensive: Report on progress measures and funding opportunities

C. Sustainable Communities Action Plan Update (pp. 24-32):

- Revised action plan
- Facilitate "action" (implementation) planning – set-up like a workplan

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QUALITATIVE ASSESSMENT (pp. 11-13)

List at least three significant accomplishments, including:

- 1)   Outcome: Which outcomes identified in your Sustainable Community plan were you able to achieve?

- 2)   Projects: Which projects did you implement in order to achieve the outcome? Also indicate when you started and completed these projects.

- 3)   Partners: With whom (i.e. state agencies, local stakeholders) did you partner to complete projects?

- 4)   Impact: What kind of measurable impact did the achieved outcome have on your community? Are there other intangible benefits?

- 5)   Pictures: Please also include pictures that depict your accomplishments.

- On page 13, section is included to describe any major outcomes or projects from your last SC Action Plan that have NOT been accomplished.

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QUALITATIVE ASSESSMENT

Example – **Accomplishment 1**

- _Outcome: Improved stormwater management_

- Projects:
    - _Project 1: Stormwater Retrofit Plan – In October 2014, the Town Council approved the Town's stormwater retrofit plan which outlines various strategies and capital budget expenditures over the next five years. Strategies include reducing the amount of impervious surface in the community and improving stormwater management. One of the plan recommendations is to pass an ordinance that assesses an environmental protection fee on municipal permits._

    - _Project 2: Green Streets – The Town added green elements to approximately 600 linear feet of roadway that had been experiencing severe flooding. Specifically, bioswales were constructed and trees were planted._

- _Partners:_

    Chesapeake Bay Trust – provided technical assistance
    MD DHCD – provided financial assistance (Community Legacy grant totaling $50,000).

- _Impact: The implementation of the projects had a significant impact on the community by improving stormwater runoff. The streets with the newly constructed bioswales no longer experience flooding._

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QUALITATIVE ASSESSMENT - EXAMPLE

- Town of Centreville 2017 Renewal

Accomplishment 2:

Outcome: Provide at least $5,000 in micro-loans for small business startups from Community Reinvestment Fund

Projects: Façade Improvement Program – provide assistance to business owners within the Sustainable Community to complete improvements to their buildings.

Partners: Department of Housing and Community Development – Community Legacy Funds

Impact: In the Town's first application in 2013, eight (8) businesses completed façade improvements to their buildings. Improvements ranged from painting, window replacement, to full rehabilitation. A total of $50,000 of grant money was distributed between these eight businesses which have helped to enhance the visibility of the Town. Unfortunately, the Town was not able to provide micro-loans through this program to help businesses meet the 50% match. This was a suggestion of DHCD's legal counsel.

Centreville has applied and been approved for another $50,000 façade improvement program for our businesses. Previously, the Town required a 50% cash match with a maximum award of $10,000. The match seemed to be a deterrent for business owners, as many are not able to fund that match. The businesses that participated in the program were business owners who were already in the process and planning stages of revitalizing their buildings.

In the 2016 round of funding, the town will not require a match and a maximum $15,000 award. We are hopeful that this will incentivize more business owners to participate in the program, therefore, creating a more visually pleasing downtown.

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COMPREHENSIVE ASSESSMENT (pp. 14-23)

Components

- Q&A for common outcomes listed on SC Action Plans

  - *Has there been an improvement in water quality?*

  - *Has there been an increase in the number of new businesses in your Main Street/ Commercial District?*

  - *Has there been an increase in the number of housing units in the Sustainable Community area? What number and/or percent are affordable?*

- Competitive Funding Track Record

  - *List competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation*

  - *Identify areas for technical or other assistance from the state to help with future applications*

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COMPREHENSIVE ASSESSMENT

Sustainable Communities Renewal Application - Section B

QUALITY OF LIFE	YES	NO	N/A	If YES, specify in quantifiable units and compare values from the last five years. If NO, why not? What kept you from achieving your plan's desired outcomes?
1. Has there been a decrease in crime rate?				
2. Have there been improvements and/ or additions to your public spaces (i.e. museums, community centers, public plazas)?				
3. Has there been an increase in public art/ arts & entertainment programs/venues (i.e. murals, movie theatre, music events)?				
4. How many historic properties were renovated/improved?				
5. Are there any residential health and wellness opportunities in place (i.e. athletic facilities, recreational indoor/ outdoor courses or groups)?				
OTHER:				

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FUNDING HISTORY

Sustainable Communities Renewal Application - Section B

COMPETITIVE FUNDING: Use the rows below to list competed funds sought for sustainability or revitalization projects since receiving Sustainable Communities designation.	Source (federal, state, foundation, etc.)	Amount Received	If no funding was received, what technical or other assistance from the state would help with future applications?	Other Notes
Community Legacy (CL): • • •	DHCD			
Strategic Demolition Fund (SDF): • •	DHCD			
Community Safety & Enhancement Program:	MDOT			
Maryland Bikeways Program:	MDOT			
Sidewalk Retrofit Program:	MDOT			
Water Quality Revolving Loan Fund:	MDE			

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SC ACTION PLAN UPDATE (pp. 24-32)

Components

- ## Strengths and Weaknesses
  - *Strengths: historic main street*
  - *Weaknesses: Dilapidated older buildings that need updating on the interior and exterior*

- ## Desired Outcomes and Progress Measures
  - *"Decrease storefront vacancies on Main Street"*
  - *Progress Measure: Number of new businesses or storefronts occupied*

- ## Strategies
  - *"Establish small business start-up initiatives such as tenant fit-out matching grants and/or facade improvement incentives for new and existing businesses"*

- ## Action Steps
  - *Survey property owners to learn of interest in façade improvement or tenant fit-out program*
  - *Seek funding to capitalize program*

- ## Implementation Partners
  - *Chamber of Commerce, MDHCD, business association, etc.*

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SC ACTION PLAN – MATRIX FORMAT

Housing

(Housing strengths and weaknesses can include affordability, homeownership vs rental, housing stock diversity, housing condition and value, housing programs, foreclosures, residential vacancies, property values, home sale values)

Strengths	Weaknesses
	• Proximity to DC job market has caused the residential rents to sky rocket and is quickly displacing low to moderate income households

Desired Outcomes and Progress Measures	Strategies and Action Items	Implementation Partners
Outcome 1: Increase the supply of affordable housing for low to moderate income households Progress Measures: number of units of affordable rental or home ownership units in the target area	Strategy A: Acquire vacant or under-utilized land to re-sell to an affordable housing developer • Identify potential properties that could be purchased to accommodate rental housing • Determine the most suitable housing type for the property • Reach out to property owner to gauge interest in selling the property • Purchase property • Issue RFP (request for proposal) to find affordable housing developer and enter into a master agreement or MOU with developer Strategy B: Pass ordinances that encourage rent controls Strategy C: Offer incentives to property owners to rehabilitate select properties for low to moderate income households	DHCD, affordable housing workgroup, housing authority, Habitat for Humanity
Outcome 2: Progress Measures:	Strategy A: Strategy B:	

SUSTAINABLE COMMUNITIES ACTION PLAN UPDATE – POSSIBLE NEXT STEPS

- Identify and invite new community stakeholders that are engaged in the targeted area (SC workgroup)

- Assess and revise the area in need of revitalization (built environment)

- Assess and revise strengths and weaknesses in targeted geographic area

- Identify any outcomes mentioned in your qualitative and comprehensive review that you would like to include in your SC plan update (SECTION B)

- Update the "Action Plan" that outlines a comprehensive strategy to address strengths and weaknesses over the next five years of designation (SECTION C)

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SC SUBMISSION GUIDELINES

- Submit **one** hard copies (the original) and **one** electronic copy in PDF

- The first page of the electronic application is a Table of Contents.

  - This should also serve as a checklist and be used to provide corresponding tabs.

- Pictures and maps on a CD-ROM or other electronic format (GIS data & pdf of boundary map, jpegs of your Sustainable Community)

  - Boundary GIS data only required if your SC boundary is changing with your renewal.

- Attachments:

  - Signature Letter (Authorized official must sign off on renewal)

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FOR REFERENCE

- Recent Sustainable Communities applications using the updated Action Plan format:
  - [Glassmanor-Oxon Hill](#)
  - [Hampstead](#)
  - [Long Reach Village](#)
  - [New Market](#)
  - [Rock Hall](#)
  - [Vienna](#)
  - [Williamsport](#)

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OTHER TECHNICAL ASSISTANCE

- Assistance available from:
  - MDP
  - DHCD UMD Community Planning grad students

SUSTAINABLE COMMUNITIES

DHCD CONTACT INFORMATION

DIVISION OF NEIGHBORHOOD REVITALIZATION, STATE REVITALIZATION PROGRAMS **REGIONAL PROJECT MANAGERS**		
REGION 1: • Northwest Baltimore City • Northwest Baltimore County Larry Brown Program Officer Phone: 410-209-5819 Email: larry.brownjr@maryland.gov	**REGION 2:** • Northeast Baltimore City • Northeast Baltimore County Garland Thomas Project Manager Phone: 410-209-5803 Email: garland.thomas@maryland.gov	**REGION 3:** • Southeast Baltimore City • Southeast Baltimore County • Anne Arundel County Olivia Ceccarelli-McGonigal Project Manager Phone: 410-209-5826 Email: olivia.ceccarelli@maryland.gov
REGION 4: • Southwest Baltimore City • Southwest Baltimore County • Howard County Nick Mayr Project Manager Phone: 410-209-5842 Email: nicholas.mayr@maryland.gov	**REGION 5:** Western Maryland • Allegany • Frederick • Garrett • Washington • Carroll Sara Jackson Project Coordinator Phone: 410-209-5812 Email: Sara.jackson@maryland.gov	**REGION 6:** Washington DC Metropolitan • Prince George's • Montgomery Duane Felix Program Officer Phone: 410-209-5825 Email: Duane.Felix@maryland.gov
REGION 7: Upper Eastern Shore • Harford County • Caroline • Cecil • Kent • Queen Anne's • Talbot Ashlee Green Project Manager Phone: 410-209-5815 Email: Ashlee.Green@maryland.gov	**REGION 8:** Lower Eastern Shore, Southern Maryland Lower Eastern Shore • Dorchester • Somerset • Wicomico • Worcester Southern Maryland • Calvert • Charles • St. Mary's Raynell Cooper Jr. Project Manager Phone: 410-209-5836 Email: Raynell.cooper@maryland.gov	